



Women Awake! Your Country Needs You  
World War I Papers. Military Collection.  
State Archives of North Carolina  
North Carolina Digital Heritage Center

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Assistant Director for Content

NDSA Outreach Working Group  
January 2014



## A Wealth of Knowledge

explore 5,536,002 items from libraries, archives, and museums



## Exhibitions

[View all »](#)



Explore  
by Place

[Map »](#)

## Explore by Date

[Timeline »](#)



1946 1947 1948 **1949** 1950 1951 1952

## Apps

The DPLA is a platform. Developers make apps that use the library's data in many different ways. Here are just a few. [App Library »](#)



### DPLA Search Widget

Dean Farrell and Josh Wilson

Search the DPLA right from your webpage in three easy steps. DPLA Search Widget allows you to easily install



### EBSCO Discovery Service and DPLA Highlights

EBSCO

Include content from the DPLA in your EBSCO Discovery Service (EDS) profile in the form of a widget on the right

## News



[Location, Location, Location](#)

Jan 8

[Introducing Our First Class of DPLA Community Reps](#)

Jan 7

[All News »](#)

[@dpla on Twitter](#)



19h



# DPLA is . . .



# Portal

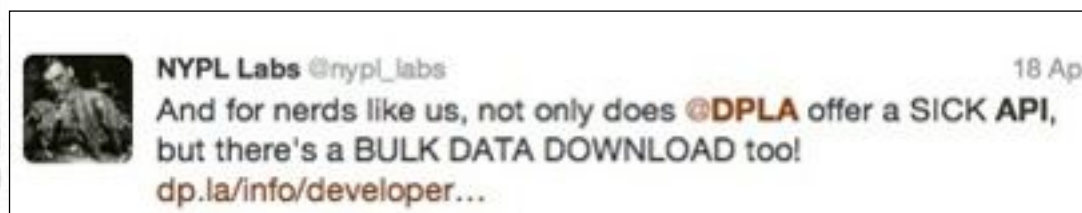
# DPLA is . . .



## Portal

## Platform

# DPLA is . . .



Portal

Platform

Public Option







Biodiversity  
Heritage  
Library

*David  
Rumsey  
Map  
Collection*

HATHI  
TRUST



Smithsonian



Digital  
Commonwealth

DIGITAL  
LIBRARY of GEORGIA  
SHARING GEORGIA'S HISTORY AND CULTURE ONLINE



kdl Kentucky  
Digital  
Library

MINNESOTA  
DIGITAL LIBRARY

Mountain West Digital Library

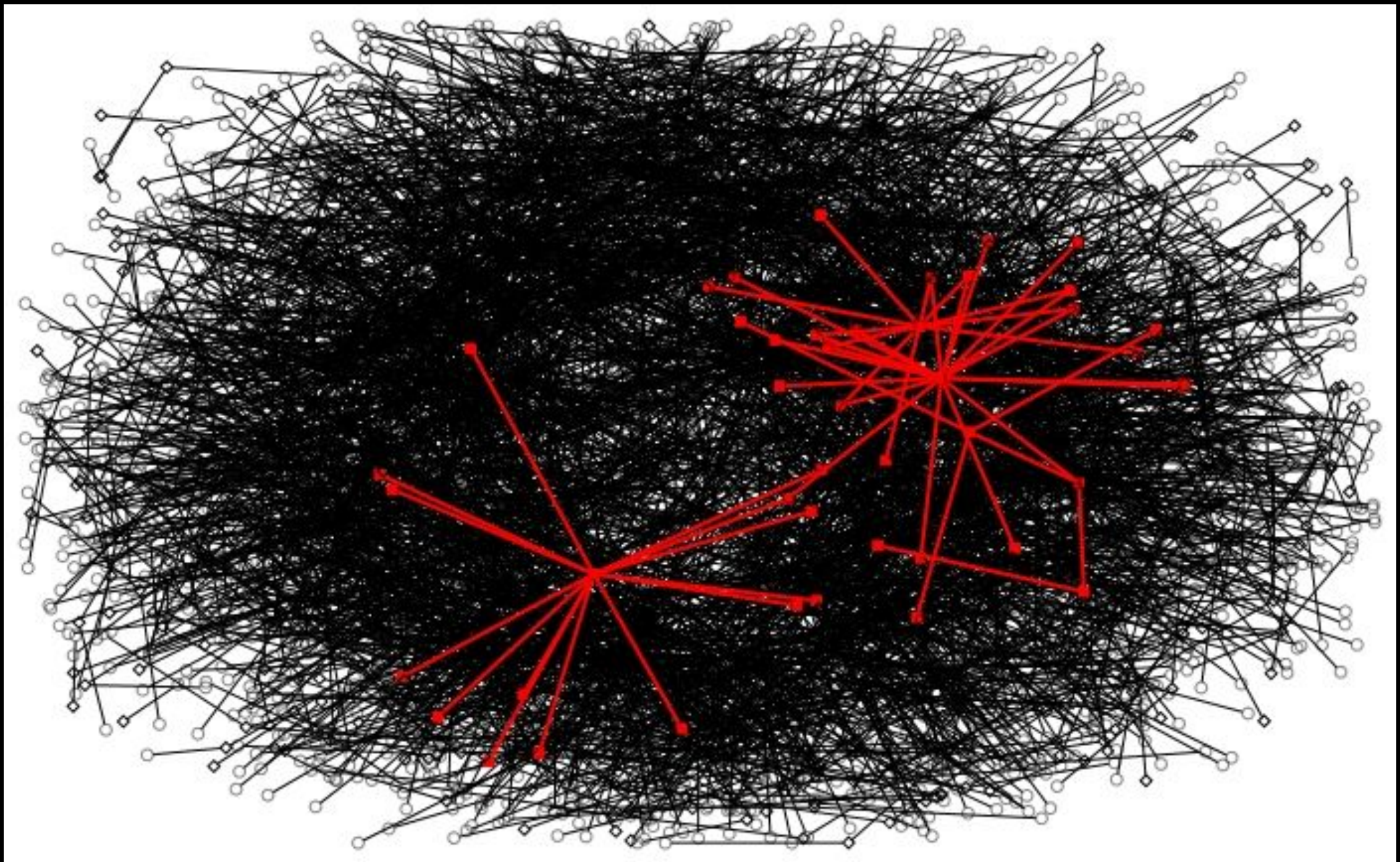
UTAH ACADEMIC LIBRARY CONSORTIUM

North Carolina  
DIGITAL HERITAGE CENTER

SCDL SOUTH  
CAROLINA  
DIGITAL  
LIBRARY

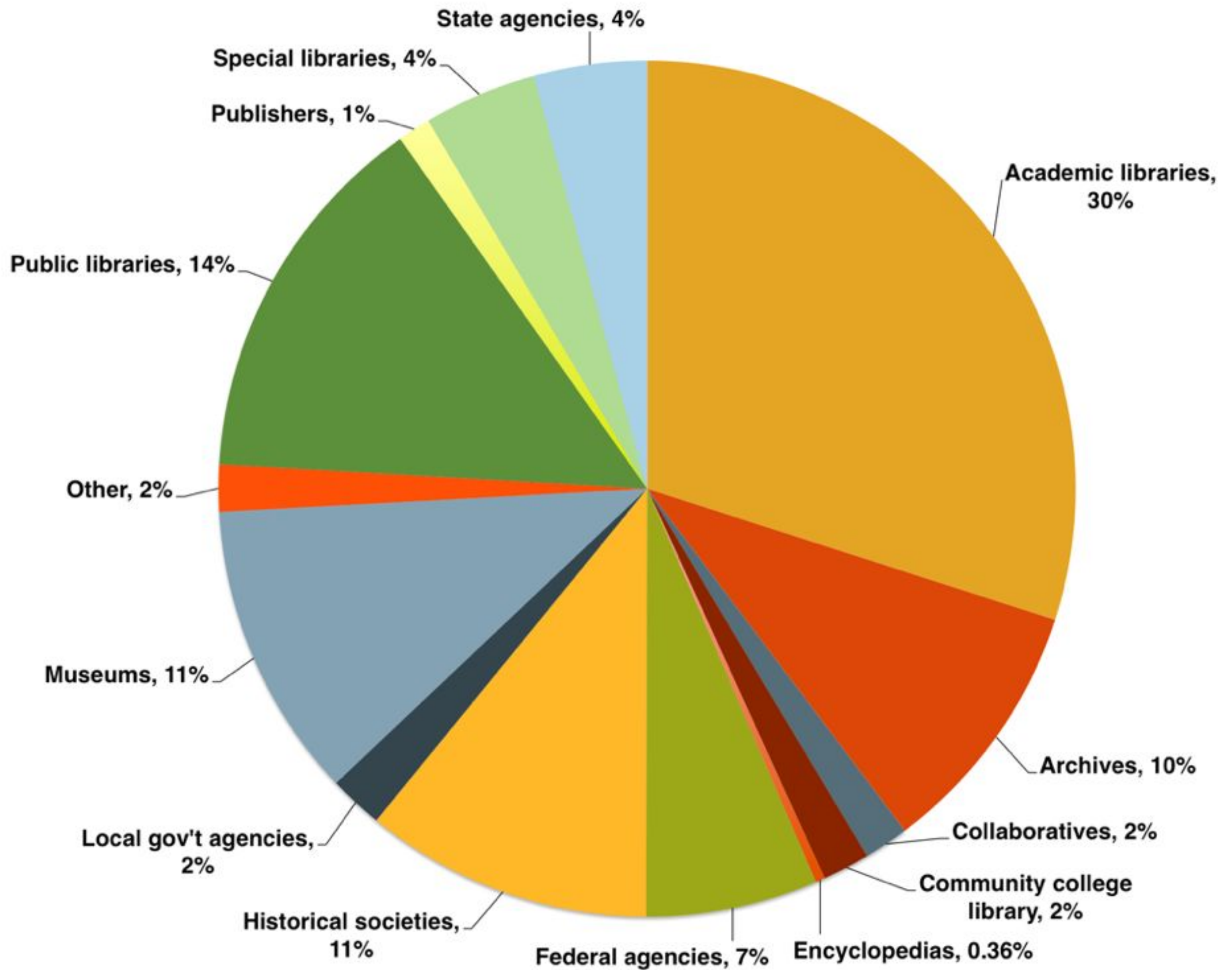
THE PORTAL TO  
TEXAS HISTORY  
*Embark on a Voyage of Discovery*





1,100 Contributing institutions

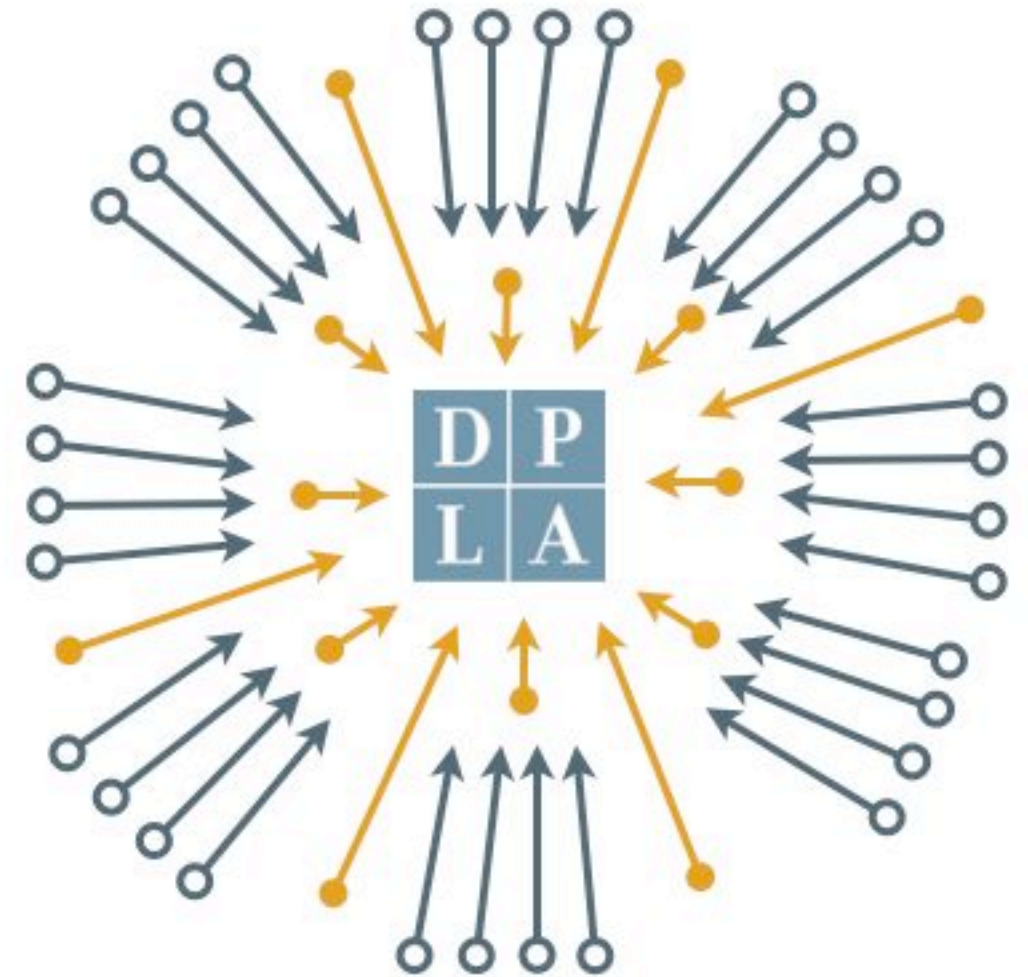
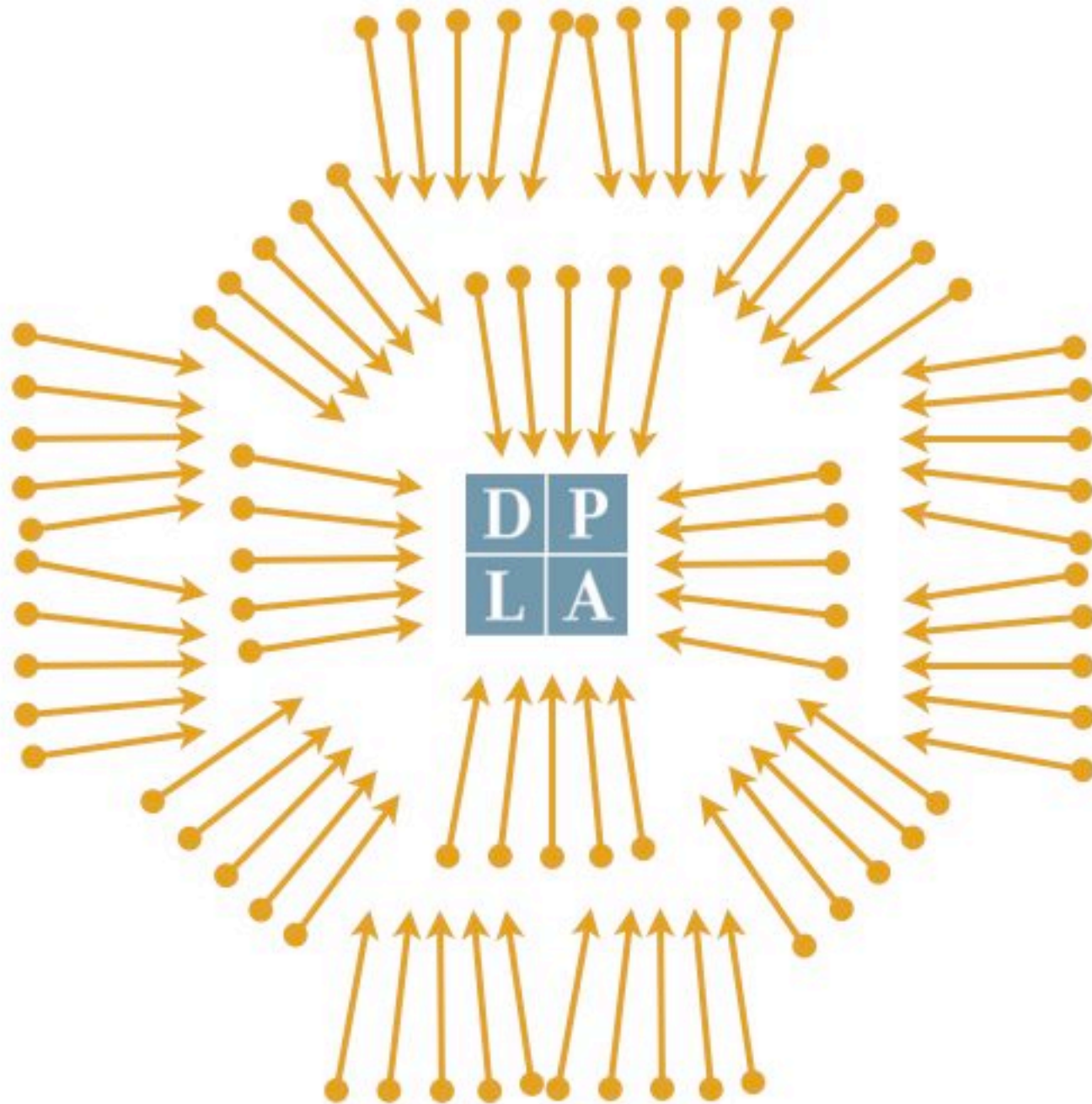




WHY THE **HUBS** MODEL?



## One-to-one partnerships



## Service and Content Hubs model

**“COMMUNITY”** AS A GOAL







DEFINE:  
CONTENT



CAN WE  
RE-PURPOSE  
INFRASTRUCTURE?



HOW CAN WE  
USE

K-12

WHAT'S THEIR  
DIGITAL FUTURE?

EXPLORE

ALL MECHANISMS  
FOR AIDING THE DPLA  
IN THIS INITIATIVE

collaborate

WE WILL  
COMMUNICATE  
OUR SUCCESSSES

Participate

THE LAW  
SUPPORTS  
OUR CREATIVE  
SOLUTIONS

Will THE DPLA  
HOLD  
CONTENT?

Content  
& Scope

Who's OUR  
Audience?

FREE  
CONTENT FOR  
all

MAGIC  
BUILDING

Openness

CONSCIOUS  
OF OUR  
MESSAGING

PRIVATE  
FUNDING  
CAN BE  
Delicate

DPLA  
GROUPEES!





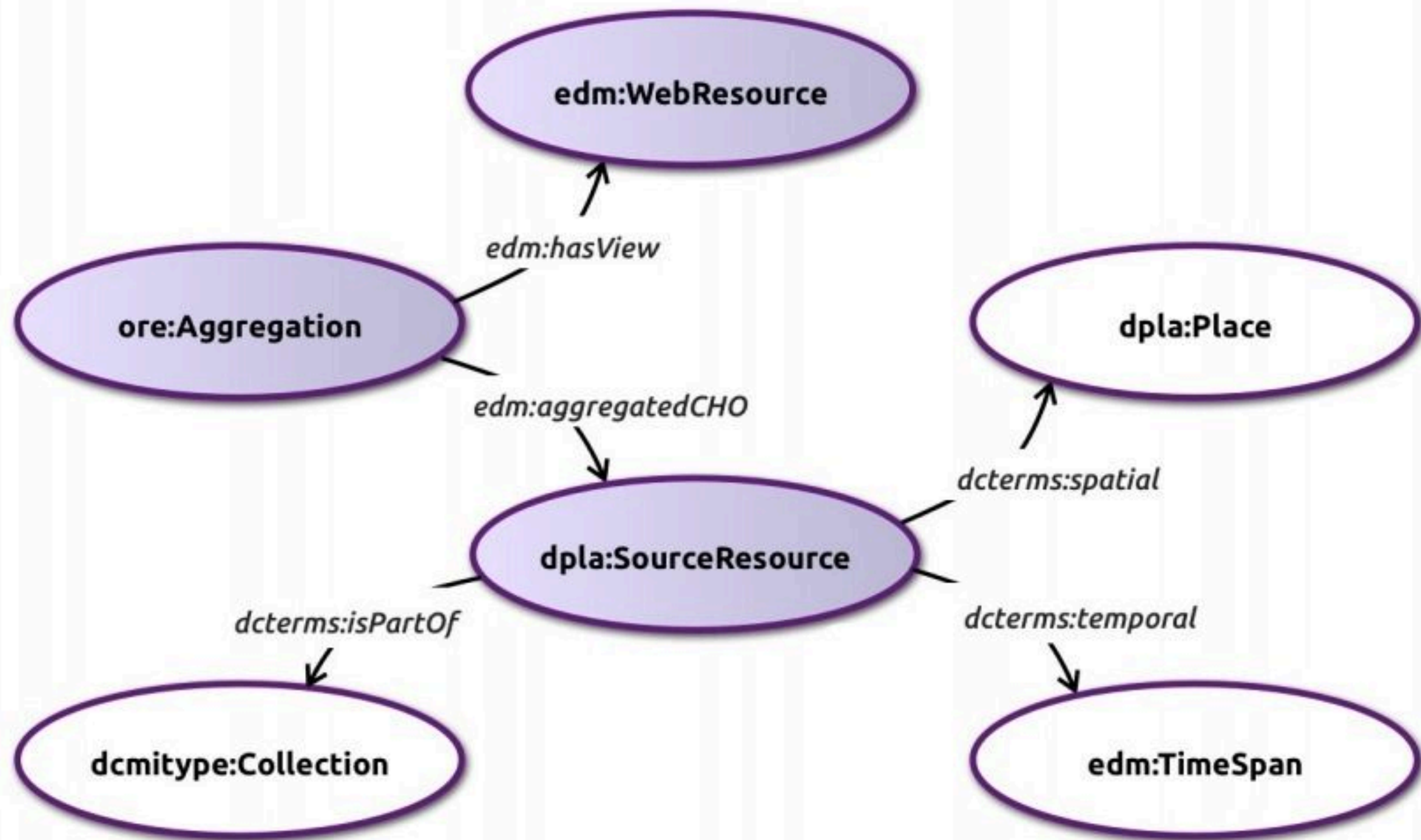






# Digital Public Library of America Domain Model, v.3

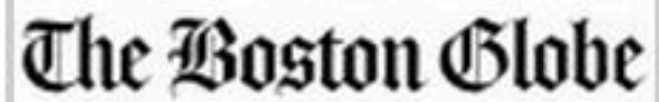
*Core classes are highlighted*





The logo for Library Journal, featuring the word "LIBRARY" in red and "JOURNAL" in black, both in a bold, sans-serif font.

Library Journal

The logo for The Boston Globe, featuring the text "The Boston Globe" in a black, serif font.

The Boston Globe

The logo for The New York Review of Books, featuring the text "The New York Review of Books" in a black, serif font.

The New York Review of  
Books

The logo for The Atlantic, featuring the text "the Atlantic" in a black, serif font, with "the" in a smaller, italicized font.

The Atlantic

The logo for MIT Technology Review, featuring the text "MIT Technology Review" in a red, sans-serif font, with "MIT" in a larger, bold font.

MIT Technology Review

The logo for National Public Radio, featuring the letters "npr" in a white, sans-serif font, with "n" in red, "p" in black, and "r" in blue, all set against a white background.

National Public Radio

The logo for The New York Times, featuring a large, red, stylized letter "M" with a vertical red line to its left.The logo for The New Yorker, featuring a black square with a white, stylized, curved shape resembling a "C" or a "G" inside, with the word "THE" in white, sans-serif font below it.The logo for Ars Electronica, featuring the word "ars" in a white, sans-serif font, set against a solid orange circle.

DIGITAL PUBLIC LIBRARY  
OF AMERICA

LAUNCH

April 18–19, 2013 Boston Public Library

D P L A



BOSTON  
PUBLIC LIBRARY







**“PUBLIC”** IS A CENTRAL TENET

- Communicating openness from the start
- Engaging supporters
- Understanding your limits

# Communicating openness

- pre-launch forums, plenaries, hackfests created an environment and expectation of openness

- open calls and forums

## DPLA Open Committee Calls Schedule (2013 – 2014)

### Content Strategy

- Wednesday, October 2, 2013, 2 PM ET
- Wednesday, February 5, 2014, 2 PM ET
- Wednesday, June 4, 2014, 2 PM ET
- Wednesday, October 1, 2014, 2 PM ET

### Marketing and Outreach

- Wednesday, November 6, 2013 2 PM ET
- Wednesday, March 5, 2014, 2 PM ET
- Wednesday, July 2, 2014, 2 PM ET
- Wednesday, November 5, 2014, 2 PM ET

### Technical Advisory

- Wednesday, December 4, 2013, 2 PM ET
- Wednesday, April 2, 2014, 2 PM ET
- Wednesday, August 6, 2014, 2 PM ET
- Wednesday, December 3, 2014, 2 PM ET

### Legal

- Wednesday, January 8, 2014, 2 PM ET (2nd Wednesday due to New Years)
- Wednesday, May 7, 2014, 2 PM ET
- Wednesday, September 3, 2014, 2 PM ET
- Wednesday, January 7, 2015, 2 PM ET



Engaging supporters at their comfort point

- empowering participation through different channels

Community Reps program

Digital Curation pilot

Open calls

HUBS HUBS HUBS!

App builders





## Understanding your limits

- for the first year our social media presence was focused on Twitter
- dabbled in HistoryPin - April 2013
- added Facebook - early fall 2013
- plans for 2014 include Tumblr and Pinterest

## Understanding your limits

- our blog focused on general updates and news

2014 will grow to include guest posts, staff activities, advocacy

*Posted by **Dan Cohen** on January 8, 2014 in **Blog**.*

*This is the first in a new series of behind-the-scenes posts from DPLA staffers. We hope that these posts will give you additional insight into what we're working on, how we work, and progress toward our goals.*



NATIONAL **PRESS**







ML11 Y137A2 A3D4

e

Ice skating, Public Garden. Jones, Leslie, 1886-1967  
Boston Public Library. Digital Commonwealth

**NOT**

*The End*